

Prebiotic Ingredient Market Size, Share & Trend Analysis Report By Type (Inulin, Oligosaccharide (MOS/GOS/FOS)), By Application (Food & Beverage, Dietary Supplements), By Region, And Segment Forecasts, 2022 - 2028

<https://marketpublishers.com/r/P634DA8F1599EN.html>

Date: May 2022

Pages: 80

Price: US\$ 5,950.00 (Single User License)

ID: P634DA8F1599EN

Abstracts

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Prebiotic Ingredient Market Growth & Trends

The global prebiotic ingredient market size is expected to reach USD 13.6 billion by 2028, registering a CAGR of 10.7% during the forecast period, according to a new report by Grand View Research, Inc. The market is estimated to show significant growth during the forecast period, owing to the increasing consumption of the dairy products, the rising middle-class population, and the rising number of buyers of healthy food products. Moreover, growing awareness of health benefits among millennials and the preference of consumers toward prebiotic ingredients, are major factors that drive the market growth during the forecast period.

Consumer preference for the prebiotic ingredient is increasing due to rising health consciousness among people. Additionally surge in disposable income, an increase in health expenditure, and improvement in the living standard are also responsible for the market growth. Increasing investment in R&D by various players to develop new ingredients coupled with increasing demand for food products that contain prebiotic ingredients is likely to drive market growth during the forecast period. Also, age group and income level plays important role in determining the purchase of prebiotic ingredient. Moreover, rising technological advancements in developing oligosaccharides and inulin are likely to drive market growth during the assessment period.

Inulin contributed to the highest share of over 40.0% in the global market revenue in 2021 owing to its increasing demand for baked goods and drinks. Also increasing application of inulin in infant food is projected to propel segment growth during the assessment period. Increasing the application of inulin in various health products is likely to favor segment growth. Moreover, the increasing importance of low caloric sugar consumption in the food & beverages industry is also estimated to drive the industry demand.

The dietary supplements segment is estimated to register the fastest growth with a CAGR of 11.6% from 2022 to 2028. Rising consumer awareness regarding personal health is the major factor driving segment growth during the forecast period. Also, increasing the working population globally and changing lifestyles toward healthiness is responsible for the growth of this segment. R&D is an important success driver for dietary supplements.

North America made the largest contribution to the global market with over 50% share in 2021 due to the high demand for prebiotic ingredients in the U.S., and Canada. Also, the increasing purchasing power of the consumers in this region drives the market growth. North America presents striking opportunities for the consumer goods sector, the market is projected to show growth. Asia Pacific is expected to witness a CAGR of 11.5% from 2022 to 2028. It is estimated to witness growth due to the increasing demand for prebiotic ingredients in this region.

Prebiotic Ingredient Market Report Highlights

Asia Pacific is expected to register the fastest growth of 11.5% CAGR from 2022 to 2028 owing to rising demand in countries like China and India

Inulin contributed to the highest share of over 40.0% in the global market revenue in 2021 owing to its increasing demand for baked goods and drinks

The dietary supplements segment is estimated to register the fastest growth with a CAGR of 11.6% from 2022 to 2028 owing to rising consumer awareness regarding personal health

Partnerships that endure new product launches and sustainable developments are some of the strategies which are expected to be utilized by industry participants for gaining a competitive edge

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